

Rep Order# 9776216 Ver# 2 Status Returned  
EC'd Yes

Traffic Order# 44902

Printed: 08/22/2012 10:35 AM  
Last Received: 07/25/2012 10:10 AM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product CROSSROADS GPS  
Estimate# 1000  
Buyer ANNE BRAUNSCHEIDEL  
Phone#  
Fax#

Agency ( ) MENTZER MEDIA SERVICES  
600 FAIRMOUNT AVE, SUITE 306  
TOWSON, MD 21286  
Agency C/P1/P2/E //1000  
Flight Dates 10/30/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

pls see lines 10 & 11  
t/r  
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*10	SA	9P-10P	CRIMETIME	:30	\$1,200.00	11/03-11/03	1	1	1	\$1,200.00	
			Station Remark:	V2 1x na 11/3 sched change. mg sat 11/3 12-330p ncir big east football								
	*11	SA	10P-11P	48 HRS	:30	\$2,000.00	11/03-11/03	1	1	1	\$2,000.00	
			Station Remark:	V2 1x na 11/3 sched change. mg sat 11/3 330-7p sec football ncir								

---REPORT TOTALS---

Report Totals: 2 / \$3,200.00

---SALES MONTHLY TOTALS---

Nov 12: 42 / \$96,900.00  
Sales Totals: 42 / \$96,900.00  
Station Totals: 42 / \$96,900.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$312,581	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	22%
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WKRC 31% WLWT 28% WSTR 0% WXIX 19%

Books null  
Demos RA35+

## Connell II, Jim

**From:** dmcullah@wkrc.com  
**Sent:** Monday, August 20, 2012 12:39 PM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: Crossroads Grass Root Political - 44902

This email notification contains (2) different actions.

Station: WKRC-TV

### Order Information:

Order #: 44902  
Order Total: \$96,900.00  
Agency: Mentzer Media Services  
Advertiser: Crossroads Grass Root Political  
Product: CROSSROADS GPS  
Alternate Order #: 09776216  
Estimate #: 1000  
Flight Dates: 10/30/12 - 11/06/12  
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

### Preempted Spot Information (44902-11-1):

Rate: \$2,000.00  
Air Date: Sat 11/03/12  
Eligible Days: -----Sa--  
Inventory Code: Sat Reg 3  
Inventory Description: Sat Reg 3  
Inventory Code Time: 10:00 PM-11:00 PM  
Spot Type: NM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible w/o Notice  
Preempt Reason: Program Change -No Return Event 2 (Spot - Preempt)

1x Sat 3:30-7p  
w 11/3  
per  
SEE Forwarding w 11/3

### Preempted Spot Information (44902-10-1):

Rate: \$1,200.00  
Air Date: Sat 11/03/12  
Eligible Days: -----Sa--  
Inventory Code: Sat Reg 2  
Inventory Description: Sat Reg 2  
Inventory Code Time: 9:00 PM-10:00 PM  
Spot Type: NM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible w/o Notice  
Preempt Reason: Program Change -No Return

1x Sat 12:30-2p  
w 11/3 (Day Event) per

# Spot Manager: All, 10/30/12-11/06/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Crossroads Grass Root Political

Agency: Mentzer Media Services

Station: WKRC-TV

Order: 44902

## Line: 1

10/30/12	Tuesday	3:58:32 PM	:30	\$500.00		Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1000	P-3	1	MWASH
10/31/12	Wednesday	3:29:21 PM	:30	\$500.00		Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1000	P-3	2	MWASH
11/01/12	Thursday	3:28:36 PM	:30	\$500.00		Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1000	P-3	4	MWASH
11/02/12	Friday	3:59:02 PM	:30	\$500.00		Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1000	P-3	3	MWASH
				<b>\$2,000.00</b>							<b>4</b>	

## Line: 2

10/30/12	Tuesday	1:27:21 PM	:30	\$850.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 P	CROSSROADS GPS	1000	P-2	1	MWASH
10/31/12	Wednesday	1:12:56 PM	:30	\$850.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 P	CROSSROADS GPS	1000	P-2	2	MWASH
11/01/12	Thursday	1:13:26 PM	:30	\$850.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 P	CROSSROADS GPS	1000	P-2	4	MWASH
11/02/12	Friday	1:19:41 PM	:30	\$850.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 P	CROSSROADS GPS	1000	P-2	3	MWASH
				<b>\$3,400.00</b>							<b>4</b>	

## Line: 3

10/30/12	Tuesday	5:34:11 PM	:30	\$1,100.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 P	CROSSROADS GPS	1000	P-2	2	MWASH
10/31/12	Wednesday	5:49:48 PM	:30	\$1,100.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 P	CROSSROADS GPS	1000	P-2	1	MWASH
11/01/12	Thursday	5:49:18 PM	:30	\$1,100.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 P	CROSSROADS GPS	1000	P-2	3	MWASH
11/02/12	Friday	5:34:21 PM	:30	\$1,100.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 P	CROSSROADS GPS	1000	P-2	4	MWASH
				<b>\$4,400.00</b>							<b>4</b>	

## Line: 4

10/30/12	Tuesday	5:19:32 PM	:30	\$1,200.00		6p Local 12 News at Six	6:00 PM-6:30 PM	CROSSROADS GPS	1000	P-2	2	MWASH
10/31/12	Wednesday	5:11:53 PM	:30	\$1,200.00		6p Local 12 News at Six	6:00 PM-6:30 PM	CROSSROADS GPS	1000	P-2	1	MWASH
				<b>\$2,400.00</b>							<b>2</b>	

## Line: 5

10/30/12	Tuesday	7:27:34 PM	:30	\$900.00		M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	1000	P-3	1	MWASH
10/31/12	Wednesday	7:03:56 PM	:30	\$900.00		M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	1000	P-3	2	MWASH
11/01/12	Thursday	7:22:14 PM	:30	\$900.00		M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	1000	P-3	3	MWASH
11/02/12	Friday	7:03:56 PM	:30	\$900.00		M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	1000	P-3	4	MWASH
				<b>\$3,600.00</b>							<b>4</b>	

## Line: 6

10/30/12	Tuesday	2:11:15 XM	:30	\$650.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1000	P-3	2	MWASH
10/31/12	Wednesday	2:24:15 XM	:30	\$650.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1000	P-3	1	MWASH
11/01/12	Thursday	2:46:30 PM	:30	\$650.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1000	P-3	3	MWASH
11/02/12	Friday	2:23:30 XM	:30	\$650.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1000	P-3	4	MWASH
				<b>\$2,600.00</b>							<b>4</b>	

## Line: 7

10/30/12	Tuesday	11:04:49 PM	:30	\$2,400.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	1000	P-3	1	MWASH
10/31/12	Wednesday	11:33:00 PM	:30	\$2,400.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	1000	P-3	2	MWASH
11/01/12	Thursday	11:18:27 PM	:30	\$2,400.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	1000	P-3	3	MWASH
11/02/12	Friday	11:05:14 PM	:30	\$2,400.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	1000	P-3	5	MWASH
11/03/12	Saturday	11:33:30 PM	:30	\$2,400.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	1000	P-3	4	MWASH

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 10/30/12-11/06/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
<b>Advertiser: Crossroads Grass Root Political</b>												
<b>Agency: Mentzer Media Services</b>												
<b>Station: WKRC-TV</b>												
<b>Order: 44902</b>												
<b>Line: 7</b>												
11/04/12	Sunday	11:06 PM	:30	\$2,400.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	1000	P-3	6	MWASH
											6	
<b>Line: 8</b>												
10/30/12	Tuesday	19:07 PM	:30	\$6,500.00		Tue Reg 1	8:00 PM-9:00 PM	CROSSROADS GPS	1000	P-2	1	MWASH
											1	
<b>Line: 9</b>												
11/02/12	Friday	28:00 PM	:30	\$5,000.00		Fri Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	1000	P-2	1	MWASH
											1	
<b>Line: 10</b>												
11/03/12	Saturday		:30	\$1,200.00		Sat Reg 2	9:00 PM-10:00 PM	CROSSROADS GPS	1000	P-3	1	MWASH
											1	
<b>Line: 11</b>												
11/03/12	Saturday		:30	\$2,000.00		Sat Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	1000	P-3	1	MWASH
											1	
<b>Line: 12</b>												
11/04/12	Sunday	58:46 AM	:30	\$1,800.00		Face the Nation	10:30 AM-11:00 AM	CROSSROADS GPS	1000	P-1	1	MWASH
											1	
<b>Line: 13</b>												
11/04/12	Sunday	58:56 PM	:30	\$35,000.00		Bengals vs Cleveland	(1:00:00 PM-4:00:00 P	CROSSROADS GPS	1000	P-2	1	MWASH
											1	
<b>Line: 14</b>												
11/04/12	Sunday	39:58 PM	:30	\$5,000.00		Sun Reg 3	(9:00:00 PM-10:00:00	CROSSROADS GPS	1000	P-3	1	MWASH
											1	
<b>Line: 15</b>												
11/05/12	Monday	28:36 PM	:30	\$500.00		Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1000	P-3	1	MWASH
											1	
<b>Line: 16</b>												
11/05/12	Monday	1:27:51 PM	:30	\$850.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 P	CROSSROADS GPS	1000	P-2	1	MWASH
											1	
<b>Line: 17</b>												
11/05/12	Monday	5:56:51 PM	:30	\$1,100.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 P	CROSSROADS GPS	1000	P-2	1	MWASH
											1	
<b>Line: 18</b>												
11/05/12	Monday	20:37 PM	:30	\$1,200.00		6p Local 12 News at Six	6:00 PM-6:30 PM	CROSSROADS GPS	1000	P-2	1	MWASH
											1	
<b>Line: 19</b>												
11/05/12	Monday	7:22:29 PM	:30	\$900.00		M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	1000	P-3	1	MWASH

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Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
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Advertiser: Crossroads Grass Root Political

Agency: Mentzer Media Services

Station: WKRC-TV

Order: 44902

Line: 19

				\$900.00							1	
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Line: 20

11/05/12	Monday	4:46:15 PM	:30	\$650.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1000	P-3	1	MWASH
				\$650.00							1	

Line: 21

11/05/12	Monday	1:19:34 PM	:30	\$2,400.00		11p M-F Local 12 News	11:00 PM-11:35 PM	CROSSROADS GPS	1000	P-3	1	MWASH
				\$2,400.00							1	
				\$96,900.00							42	
				\$96,900.00							42	
				\$96,900.00							42	
				\$96,900.00							42	
				\$96,900.00							42	

[Filtered by: ] [Sorted by: Station]